

## ARTIFICIAL BEAUTIFICATION OF WOMEN WARMLY DEFENDED BY BOTH YOUNG MEN AND GIRLS

Evening World Presents First Letters From Readers Replying to Miss Evangeline Booth's Criticism of Girls Who Paint and Powder—To-Morrow the "Anti-Cosmetics" Will Have Their Innings.

### Marquerite Mooers Marshall.

How far ought a woman to go in making herself look pretty?

Is it dishonest for her to use paint and powder?

Both young men and young women have been quick to answer these questions, put forward for discussion by Evening World readers in a recent issue of this paper. Only the other day Evangeline Booth, National Commander of the Salvation Army, uttered a withering condemnation of any form of cosmetics. She branded the woman who uses them as a cheat, said that men want women as nature intended they should be, and attributed the prevalence of divorce to the fact that women have attempted to deceive their husbands as to their appearance.

I have received many letters ardently defending the modern girl for her use of paint and powder, and many other communications criticizing her for her fondness for artificial beautifiers. To-day The Evening World prints some of the pro-paint-and-powder arguments. To-morrow the anti-cosmetics crowd will have a hearing.

The discussion, in the meanwhile, remains open. I shall be glad to hear from any of you as to your opinions on the points at issue—how far a woman should go in making herself look pretty, and whether it is dishonest for her to use paint and powder.

### CRITICISMS OF "MORAL BULLIES OF THE WORLD."

Here's a business girl's defense of artificial roses:

"Dear Madame—Miss Booth's remarkable utterance might well be attacked from several angles, but as a sensible business girl may I take it up from these particularly salient points?"

"The psychologically stimulating

qualities which the moderate, common sense use of rouge possesses excuse its use by the average decent stenographer. I know that I'm a miserable person when I go around all day, pale, worn, rougedless! But let me put on a bit of rouge and some powder, early in the day, and, well, I'll fight the whole world and forget that I ever was tired when I see a not-too-rosy, smoothly powdered face smiling back at me in the morning mirror? That isn't cheating. It's trying to help the world forget that eight hours daily at a desk is not conducive to 'roses and peaches and cream' complexions. Is it cheating any more than curling thin, straggling locks is? If neither man nor woman were allowed to improve on nature (the original cheat), this world would still be a savage wilderness!"

"Is the extremist, the overdone exterior desecrator, to be permitted to stand in the same class with the average, decent, intelligently rouged business girl? We are not trying to look like vamps out of work, we're not made up like girls in showrooms, but we are trying to look our best in a life that takes the pep out of any girl, and if by persuading the outside world that 'everything is all right,' we also put ourselves in the proper frame of mind to work and win. What right have the exponents of neglect, the moral bullies of the world, to criticize?"

"THE BOSS'S RIGHT HAND MAN."

### SEES GOOD IN NATURAL BEAUTY AUGMENTED BY ART.

In the following letter, a young woman from New Jersey gives her idea of the REASON why girls wear make-up:

"Dear Madame—Have you ever noticed that the men, young or old, who discourse eloquently about their admiration for the old-fashioned, and their distaste for the modern painted doll are never by any chance seen in the company of the maiden

who scorns present-day aids to beauty? Not all girls are eager to marry, public opinion to the contrary notwithstanding, but all girls do like masculine companionship and admiration. The girl of to-day is shrewd enough to judge the modern man's real opinion by his actions rather than by his words. She does not see a mob of desirable men storming at the door of the paintless, powderless 'home girl,' but she does see the artificial beauty getting her full share of masculine attention. Can you blame the clever modern girl if she decides that the natural maiden is a drug on the market?"

"After all, why not do as the Romans do while we are in Rome? It can hardly be considered cheating. Certainly our girls make no secret of their free use of cosmetics. Naturally we all prefer that the work is artistically done—some of the white-washed, hand-painted specimens that we see on the streets are rather frightful. Also, we all love Nature when Nature is beautiful. We are taught that Nature cannot be improved, but our girls of the present day think otherwise, so let them go to it. Anyway, whether we like it or not, how are we going to prevent it? We feel sorry when we see children of sixteen with besmeared faces, but we admire the beautiful girl, even though we know her natural beauty is augmented by art. V. L. R."

Here's another interesting motive

### A PHENIX PRODUCT

Untouched by Human Hands

From cow to you—the only hands that touch "PHILADELPHIA" Cream Cheese are your own!

Even the packaging is done by a wonderful automatic machine of our own invention which forms and wraps the cheese in protecting tin-foil. The only cream cheese on the market not wrapped by hand.



**PHENIX**  
Means GOOD Cheese

lack of make-up—a desire to remedy the deficiencies of Nature.

"Dear Madame—The use of cosmetics is not a matter of morals, but of necessity. The purveyor of lipstick, powder and rouge would starve if he depended on the patronage of the girl endowed by Nature with cherry-red lips and a rose leaf complexion, with no need for any artificial aid to beauty. But unfortunately all girls are not so blessed, and it is these others who have a right to imitate Nature by the use of cosmetics if they choose to do so."

"Should a man with an amputated leg hobble about on one limb rather than practise the deception of wearing a wooden leg? Neither should a girl hesitate to supply any deficiencies

that may be lacking in her facial appearance.

"There is probably not one man in a hundred who can tell the difference between a natural and an artificial complexion, if the latter is artistically applied. The principal complaint rests in the gross carelessness with which some girls use rouge and lipstick, going to extremes that make one wonder at their indifference or ignorance as to the appearance presented. It should not require very much wisdom to realize that cosmetics which look natural under the glare of electric lights will appear grotesque in the sunlight of Fifth Avenue."

"A girl with pretty hair, eyes and figure is severely handicapped if her cheeks and lips are colorless, and

if she permits her nose to remain shiny she is inviting the ostracism of the opposite sex. A light touch of camelline to the lips, a delicate application of rouge on the cheeks, and a dab of powder on the nose often transforms a seemingly plain girl into a beauty."

"A man does not have to know a girl very intimately to learn whether her complexion is her own, and if she uses a switch in her hair, I have yet to meet a girl who makes any mystery of these things; as long as she looks pretty on the street, at the theatre or dinner table, it doesn't matter in the least, and any man who permits himself to be disillusioned about such details after marriage lacks both perception and sense. "L. C. Q."

## Do you drink "SALADA"

OR JUST TEA?

There's a distinct difference in favor of "Salada"

# Makes Men Feel Fit

The "DE LUXE HEALTH BELT" Will Improve Your Figure and Health by Raising and Supporting Your Abdomen



WITHOUT THE "DE LUXE"

## 5 Day Free Trial Offer

The DE LUXE BELT is not a new device, and because of the satisfaction it has rendered to thousands of our customers we feel confident it will benefit you. The best way to be convinced is to wear one. Will you, therefore, the next time you pass a Liggett store, stop in, get a belt the right size to fit you, wear it five days, and if at the end of that time you will say that you have derived no benefit from it, your money will be refunded.



WITH THE "DE LUXE"

Without discomfort, inconvenience, or tedious exercise, here is a method to improve your figure, and correct some of the disorders which may be causing ill health.

The De Luxe Health Belt lifts and supports the abdomen, thus compelling upright position with shoulders thrown back, eliminating the sagging waist line and round shoulders. The improved position of the body not only adds greatly to one's appearance, but induces deep, free and easy breathing essential to good health.



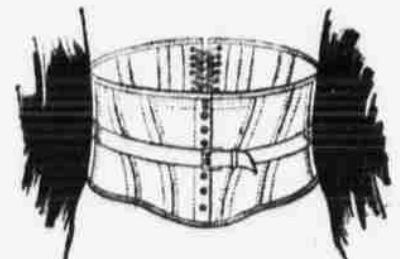
An excellent feature of the De Luxe Health Belt, adding to its comfort, is the patented, flexible coil stay used in its construction, which conforms to every movement of the body.

The De Luxe Health Belt through its support of some of the distended organs very often corrects irregularities and induces proper elimination.

In many instances physicians have recommended a support of this kind to be worn after ruptures and operations, as it gives support to and strengthens the weak parts.

The De Luxe Health Belt is recommended for professional and business men, speakers, singers and athletes.

It is well nigh essential to the well-groomed man in evening dress.



An open mesh material is used which is light in weight, durable and washable.

MAIL ORDERS—Send check or money order with your waist measure to our store at 200 Broadway, New York City

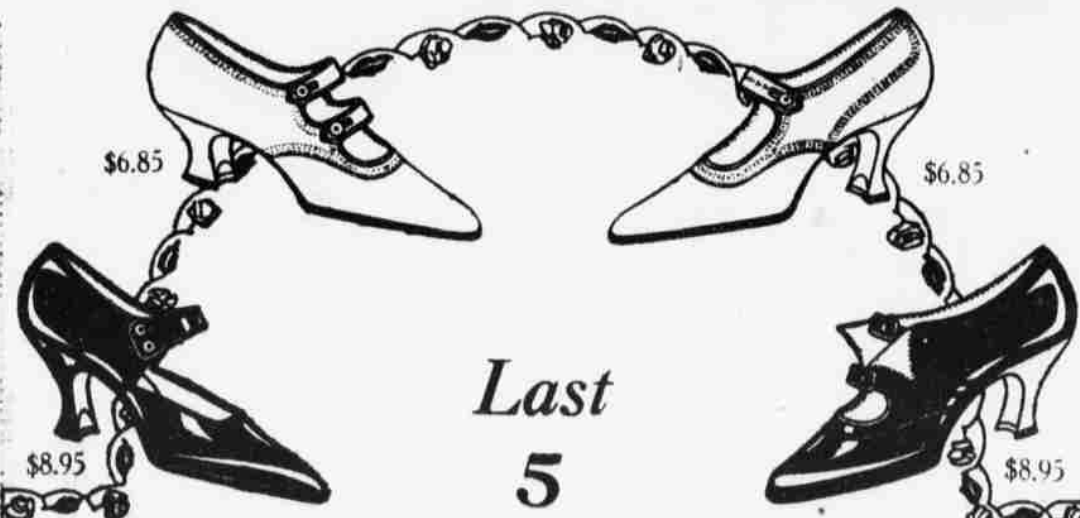


**Liggett's**  
The Safe Drug Stores



69 Stores in Greater New York

228 in the United States



Last  
5  
Days

## I. MILLER Semi-Annual Sale

Every Slipper in  
Every Store Reduced.  
Extraordinary Values.

\$6.85 Styles at  
all stores except  
Fifth Avenue.

Over Fifty  
Smart Styles

**\$6.85**

Other Styles at  
the surprising  
values of \$8.95.

With wide selection in sizes  
and styles, this is the opportunity of the season in  
both Variety and Value.

**I. MILLER**

Fifth Avenue at 46th Street  
15 West 42nd Street

1554 Broadway  
Open until 9 P.M.

Hudson Terminal  
Entrance: Fulton St.

Brooklyn Shop  
498 Fulton Street, Corner of Bond